

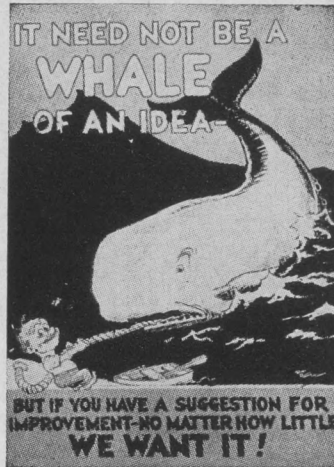
CONTACTS

FEBRUARY 1953

IT'S JUST AN IDEA!

*But It May Be
Worth Money!*

Why Not Try and See



Write out your suggestions, each on a separate slip of paper, add your name and department number, and post in the suggestion box.



*Here are Some of the Things
You May Have Ideas About—*

- PREVENTING ACCIDENTS
- PREVENTING WASTE
- INCREASING PRODUCTION
- INCREASING SALES
- IMPROVING SERVICES

*Suggestion Boxes Located in City and
Mail Order Time Offices*

Four Retiring Supervisors Honoured

Merchandise and Expense Divisions Both Lose Two Long-Service Members



Left to Right—Messrs. W. Bucham, G. Latimer, W. S. Crooks and J. Johnston.

"A total of over 160 years of service to the Company," said Mr. A. R. Tucker, general manager, when introducing the guests of the evening: Messrs. W. S. Crooks, W. Bucham, J. Johnston and G. Latimer.

Winnipeg executives, supervisors and group managers combined to honour their four colleagues at a reception at the Fort Garry Hotel, January 12. Mr. Tucker paid brief but sincere tribute to them all, pointing out that for himself and others with shorter service than such men as these, their experience and service had been of great benefit and their co-operation highly valued. They would be missed greatly and it was up to the men following them to try to do as good a job for the Company as each of these men had done in his own sphere.

Mr. McCordick Makes Presentations

Mr. Tucker then called on Mr. R. S. McCordick, vice-president, to make presentations on behalf of the assemblage and others not able to be present. Mr. Bucham received a Victorian velvet chair in heather colour; Mr. Crooks, a Kodak magazine Royal movie camera, 1.9 lens; Mr. Johnston, a radio-gramophone, console model; and to Mr. Latimer went a silver tray and servers.

In making the presentations, Mr. McCordick expressed the sincere thanks of the Company for the long years of hard work and notably capable service of all of them. They had been with Eaton's in the early days of the western organization and had grown with it. Their experience and knowledge was great and their guidance would be missed. Their work and success set a high mark for others to aim at and he was confident they, too, would achieve it.

In a witty aside Mr. McCordick commented that Mr. Crooks and he had come to Canada in the same year—a lucky year for Ireland; also that his own beginning in Eaton's was to replace a Mr. Bucham who had set out to make a fortune in the new west. Bill, however, soon returned to the Eaton fold, and thereafter for quite a number of years they were associated in the Drugs and also in the Music and Stationery Departments.

Mr. Johnston had always been a tower of strength in M.O. Operations and Mr. Latimer who had proved admirably suited to the task of handling our vast associations with the postal authorities, had fostered a helpful spirit of co-operation all along the line.

The most sincere wishes of all their colleagues and business associates were tendered to these four gentlemen on their retirement, with heartfelt hopes for health and happiness and long years of leisure and enjoyment for their wives and themselves.

"Work Hard—Do Right by the Company"

Each man then responded, thanking the gathering for the gifts that would long remind them of their work for the Company and continuing friendships; and for the beautiful flowers sent to their wives that day. All spoke of satisfaction in their work and Company associations. The feeling was aptly expressed by Mr. Johnston who said: "Work hard and do right by the Company and you need never fear but that the Company will do right by you."

Mr. Pinfold, assistant general manager, was then called upon to convey to our guests the tributes paid them in the many telegrams and letters received from the directors and all branches of the Company, as well as the Overseas and Canadian Buying Offices. Each of these messages expressed appreciation of co-operation in the past and extended most sincere wishes for many years of health and happiness in their leisure.

David Thomson's Fortieth Anniversary



Mr. D. Thomson

Mr. P. H. Longstaffe

"A Christmas tree loaded with gifts" greeted Dave Thomson of Kirkaldy, Scotland, now with the M.O. Piece Goods, on the morning of his 40th anniversary with the Company, December 23. Mr. P. H. Longstaffe, head of department, presented Dave with a torchere, and Mr. L. O. Vincent, supervisor, thanked him for his co-operation and spoke of his splendid record with the Company.

During 1916-1919 Dave served in France and Belgium with the 11th Canadian Field Ambulance. His wife is the former Muriel Patterson of the same department and they have one son, Glen, with the T.C.A.

Mr. Thomson says of his Store service that he started as a messenger boy with the Drugs, but nearly all his 40 years have been with the M.O. Piece Goods. Mr. and Mrs. Thomson were guests of honour at a party held by the staff at Roslyn Gables that evening.

RECENT APPOINTMENTS

Winnipeg

Department W60 — Radios, Musical Instruments, Records, Sheet Music, Airchargers, Fencers, Light Plants, Batteries, Electric Refrigerators, Electric Washers, Ironers, Driers, Gas Washers:

MR. A. WALLIS, supervisor;

MR. P. J. McRAE, head of department.

Department W70—Furniture, Sewing Machines, Beds, Springs, Mattresses, Couches, Davenport, Studio Lounges and Children's Cribs and Chairs:

MR. J. W. MEYERS, assistant.

Department W77—Electrical Appliances, Accessories, Fixtures, Plug-in Fire Grates, Fireside Fittings, Ranges, Electric Humidifiers, Electric, Oil, Coleman and Gasoline Lamps, Mantels and Lighting Fixtures, Vacuums, Polishers, Carpet Sweepers:

MR. A. HEWISH, supervisor;

MR. A. C. CHURCHER, assistant.

Regina

Department R212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candles, Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:

MR. R. BUCKLEY, assistant.

Red Deer

Department RD244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Lingerie, Foundation Garments, Housecoats, Infants', Children's and Teen-age Wear, Western Fur Promotion:

MRS. G. STENBACK, assistant.

Moose Jaw

Department MJ253—Hardware, Housewares, China and Glassware, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Farm Implements, Coal and Oil Stoves, Plumbing, Heating and Electric Ranges, Tires and Tubes:

MR. A. J. PARK, head of department;

MR. J. P. MATHESON, assistant in Sections 55 and 56;

MR. J. B. SHAW, assistant in Sections 27, 52, 53, 61 and 63.

Department MJ260—Radios, Pianos, Records, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:

MR. F. W. KINDRED, head of department.

Department MJ379 — Foodateria, Groceries, Fruits and Vegetables:

MR. G. MARION, assistant.

Department MJ284—Meats, Fish and Poultry:

MR. J. M. STOPFORTH, assistant.

Department MJ1100—Snack Counter:

MISS L. J. GRAY, signature.

Prince Albert

Department PNC253 — Hardware, Housewares, Paints, Wallpaper, China and Glassware, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Tires, Tubes, Farm Implements, Stoves, Plumbing and Heating and Electrical Accessories, Fixtures and Appliances:

MR. J. J. HILL, head of department.

Swan River Order Office

MRS. D. STEWART, in charge.



At left:
Mr. J. Palsson

At right:
Mr. and
Mrs. McKerchar



Mr. W. L. Cable



Mr. A. S. Comba

Welcome to the Eaton Quarter-Century Club

JOHANN PALSSON

In honour of Joe Palsson's quarter-century anniversary which occurred December 12, Mr. P. J. McRae, head of department, M. O. Radios, presented him with a Remington electric shaver. As the anniversary took place in the midst of the Christmas rush, the party to celebrate the event will be held later.

Joe is an exchange signer with the M.O. Radios. He was born in Winnipeg and is married.

WILLIAM JOHN MCKERCHAR

From Strathclair in Western Manitoba, comes our genial Bill, or Mac, assistant in the Drug Department, whose quarter-century anniversary took place on January 3.

Bill, who is a graduate in pharmacy, was presented with a "two-suiter" leather travel case by Mr. G. P. Blakeman, supervisor, who spoke of him as a "most conscientious and gifted man." As a past-president of the Assistants' Association, he brought great credit to the department.

Mr. and Mrs. McKerchar were entertained at a department party held at the St. Charles Hotel on January 6. They have two children, Duncan and Lois. Woodworking and gardening are Bill's hobbies.

WILLIAM L. CABLE

Joint supervisor of the Hardware and Stoves, William Lindsay Cable from Dundee, Scotland, joined the Eaton Quarter-Century Club January 3.

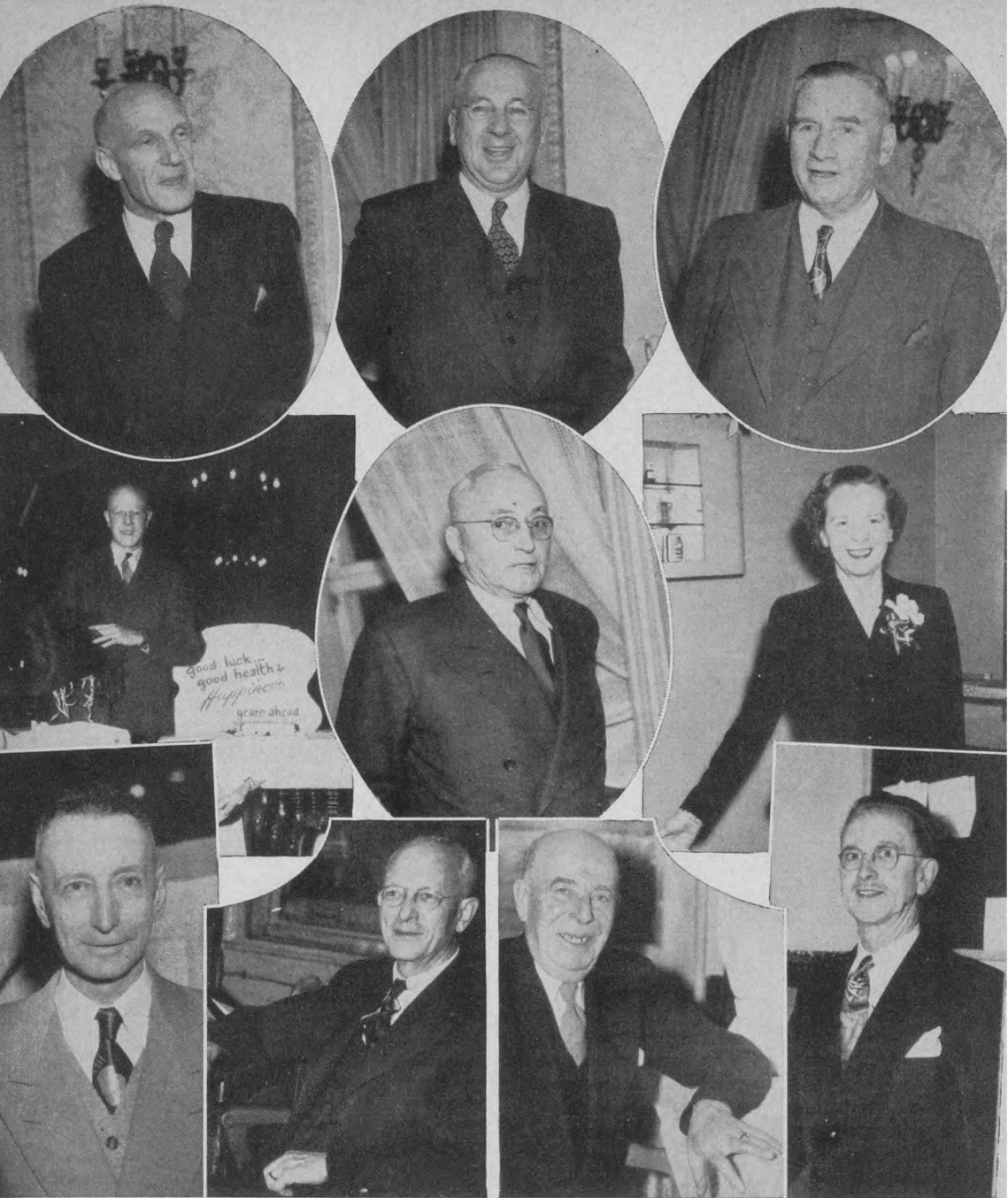
Mr. A. F. Harding, head of department, Hardware, presented his chief with a sterling silver set as a gift from the two departments and the associated M.O. ones. That night a dinner was held at the Marlborough in Mr. Cable's honour where he received a Dresden china figurine and Mrs. Cable received a corsage.

Mr. Cable's service has always been with the Hardware. He served in Edmonton and Calgary, as well as in Winnipeg, and he was overseas with the Canadian Field Artillery for two and a half years during the first world war. He is married, has a son, William, and enjoys golf.

A. STEWART COMBA

The staff of the Stove Warehouse say that although they don't encourage that sort of thing, they think after 25 years a man is entitled to a rest. Acting on this belief, Mr. W. L. Cable, supervisor, presented Stewart with a Laz-y-boy chair on the occasion of his 25th anniversary.

Stewart is married to the former Elizabeth McArthur of M.O. Complaints. They have a son and a daughter and four grandchildren.



Left to Right—Top Row: G. Latimer, W. S. Crooks, J. Johnston. Centre Row: A. Wrigley, W. Bucham, Mrs. M. E. Cole. Lower Row: F. Wilson, H. W. Sadleir, F. L. Akin and E. P. Graydon.

So Long, Old-Timers!

Many years of long, wise, and faithful service to the Company are represented by this group of retiring Eatonians, most of them with nearly 40 years or more to their credit.

All our best wishes for many healthy, happy years to enjoy your leisure.

So Long, Old-Timers!

MR. G. LATIMER, supervisor, Postal Investigation, retired on January 17 after nearly 38 years' service with the Company. A party was held in his honour on January 16 at the Assiniboine Hotel where he was presented with a picnic kit by Mr. Syd Gerrard. At a presentation in the office he received two trav-l-sacs.

MR. W. S. CROOKS, supervisor, Farm Implements, who has spent 42 years with Eaton's, retired January 17. He was guest of honour at a dinner held at the Paddock, at which Mr. R. B. McIrvine, head of department, gave him the departmental memento, a lighting head for his movie camera.

MR. JIM JOHNSTON, supervisor, M.O. Operating, retired January 17 after nearly 45 years with Eaton's. His gifts included a caddy cart.

MR. A. WRIGLEY, head of department, Grill Room Products, retired January 17 after nearly 40 years with the Company. His gift from the department was a nest of tables, an end table, and a travelling rug. Mr. J. D. Laing, supervisor, made the presentation.

MR. W. BUCHAM, supervisor, Books and Stationery, who has spent over 38 years with the Company, retired January 17. The departmental gift was a nest of tables presented at a party at the Fort Garry Hotel on January 14.

MRS. M. E. COLE, head of department, Beauty Shops, retired January 17. She had been with the firm for 27 years. At a luncheon held at the Homestead on January 14, Mr. J. L. MacKechnie, Merchandise manager, presented her with jewellery and a zippered writing case as a gift from the staff.

MR. FRED WILSON, M.O. Notions, received a Doulton figurine as a parting gift at a dinner held on January 15. Mr. J. A. Aker, head of department, made the presentation. Fred retired January 17 after nearly 41 years' service.

MR. H. W. SADLEIR, M.O. Contracts, was presented with a Schick electric shaver as a gift from the staff when he retired January 17 after nearly 38 years with the Company. At a dinner at Moore's, Mr. W. E. Curry, head of department, presented him with an electric polisher and a sander drill.

MR. FRANK L. AKIN, assistant, was presented with a band saw and Mr. Churchill's new book, by Mr. C. K. Major at a party at Jack's Place on January 16. Mr. Akin retired January 17 after 37½ years with Eaton's.

MR. EDWARD P. GRAYDON, Staples, retired on January 17 after nearly 40 years with Eaton's. Mr. T. Burns, supervisor, presented Ed with a travelling bag from the staff and Mrs. Graydon received a bouquet of roses. Mr. Graydon was feted at a luncheon at Moore's on January 14.

Your E.E.C.F. Reports

Shown here are President Lane Hantscharuk and Vice-President Clare Loveridge packing the boxes of toys which the committee sent at Christmas-time to every child between six months and 16 years who was in T.B. sanatoria throughout the province.

Among the cuddly toys for the littlest ones were slightly damaged ones which a group of Junior Councillors repaired. The books included the perennial favourites: "Black Beauty" and the "Bobbsey Twins" series.





Packed House Greets Concert Party

When They Bring Christmas To Middlechurch

"Greetings from one sardine to another," prefaced Mr. W. L. Palk's remarks as he brought good wishes to the packed house of "boys and girls" of the Middlechurch Home from the Company. The date was December 30 and the occasion was the 30th annual Christmas party held by the Eaton Employees' Charitable Fund Committee or the "Eaton Boys and Girls" as Mr. T. P. McBryde, M.C., fondly calls them.

Songs

The usual generous line-up of talent from the Store was along to give of their services. Cora James sang the lovely old-fashioned "Tennessee Waltz" and "Velia." Hughie MacDonald contributed a new Scottish song he had picked up on his quarter-century trip, also an old favourite, "The Road to the Isles." His final selection at the close of the program was "The Lord's Prayer."

Music and Dancing

Bert Elson, minus his team-mate who was ill, played two numbers on his xylophone, and much appreciated they were, as were the graceful square dances by the "Swing Y's." The gay evening was kept in tune by a five-piece old-time orchestra and Vic Taylor accompanied the singers on the piano.

Presents!

Santa (W. E. C. Hurlburt) made his annual appearance amid a burst of bells and with the aid of Marnie Brisbin, of the Junior Council, and Gordon Swan, of the Junior Executive, distributed the gifts, one for each "boy" and "girl."

A corsage was pinned on Mrs. Watson. She and her husband observed their 60th wedding anniversary on January 27, then Santa greeted his old friend, Martha, with a hearty kiss.

Following the distribution of presents by Santa, including a small iced birthday cake for each, in honour of the 30th anniversary of the party, Lane Hantscharuk, president of the E.E.C.F., gave a present to Miss Patterson, the matron, and Mr. McLean, the superintendent of the home.

After a grateful "thank-you" to the Eaton boys and girls from Mrs. Wiggins, the president of the Board in charge of the home, the visitors were invited downstairs to the immaculate dining-room for a light supper. Then the Eaton boys and girls said a regretful "good-bye" for another year, and all look forward to a return trip next Christmas to visit their old friends.

* * *

Description of Pictures on Facing Page

Top row—Cora James. Mr. and Mrs. Watson. Santa greets Martha.

Second row — M.C. McBryde leads a sing-song. A pair of old-timers.

Third row—Hughie MacDonald singing "The Road to the Isles." The "Swing Y's."

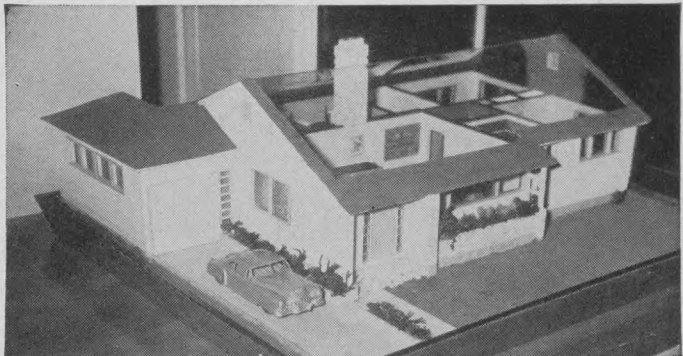
Lower row — Miss Patterson, Mr. McLean, Lane Hantscharuk. A section of the full house.

This Is The House That Don Built

And He Won a Grand Award With It, Too

Last year at the Eaton Employees' Hobby Show, Don Nisbet of the Supply Room entered this model bungalow, built to exact scale, $\frac{3}{4}$ inch to one foot, and completely furnished. His entry walked off with the grand award.

Don't forget the Hobby Show. It will be held again in the spring and every employee has a chance to garner prizes for his own handicraft. There's happiness in your hands!





A FEATHER IN EATON'S CAP!

By H. McIntyre

Once upon a time, many years ago, Timothy Eaton arranged to have installed in his Toronto Store, one single telephone to serve the needs of 1,000 potential customers who had phones in their homes. October, 1952, 66 years later, saw the newest move in Eaton's efforts to maintain its reputation for efficient, convenient telephone service.

This was, technically, a new dial private branch exchange or switchboard, which was opened in Toronto. And what a switchboard!



1886 — 1952

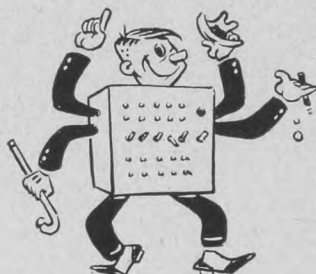
Twenty-One Hundred Phones!

It is, in fact, the largest telephone system devoted to retail selling anywhere in the world. Needless to say, it's as up-to-date as this year's Easter hats, the result of five years of discussing, planning, designing, engineering, manufacturing, installing and testing. As fellow-Eatonians, you are probably interested in knowing more about this new feather in the Company cap.

Its key features include dial-switching equipment to handle all internal and outside calls. This involves 1,300 switches to serve the 2,100 individual phones in the main store, annex, College Street and M.O., with capacity to serve a city the size of Kingston.

Forty-Three Position Switchboard!

There is a 43-position switchboard to handle incoming calls and requests for special information and assistance from Eaton people. Its design is ultra-modern, embodying automatic ringing, audible-flashing recall for transferring calls, and the use of special lamp indicators to show operators which lines are idle or available in the various departments or the order room. There are 23 subsidiary switchboard in different locations to further channelize the calls to desired locals.



Mr. "Flexible"

Special Order Turrets

The Order Room (Provisions, Drugs and City Order) has 100 of a special type of order turret with 32 overflow positions for big sales. Most of the merchandise departments are equipped with another variety of order turret, 104 in all, specifically designed for this installation, the outstanding feature of which is flexibility. The answering clerk may (a) talk to the customer directly; (b) hold the customer's call while she consults with someone else; (c) connect the call to someone on the floor or anywhere in the Eaton system by key and dial action; (d) arrange with the operator to transfer the call to another local.

Each merchandise order section has been relocated and modernized for comfortable and efficient work, while the general order room occupies an entire floor of the annex building and is the last word in efficiency. New lighting, individual order desks, a belt-and-tube system for check collection and distribution all add to the easy flow of work through the room to the departments.



Statistics !!!

Heavy as a Locomotive!

The total weight of the switchboard equipment is 110 tons, or the weight of one of our Canadian coal-burning locomotives. This includes nine tons of batteries or the combined weight of three of Eaton's furniture vans. (Continued on Page Eleven)



Young Solons Entertained at "Lieutenant Governor's Luncheon"

Members of the Thirty-first Tuxis and Older Boys' Parliament of Manitoba and North-Western Ontario were luncheon guests of the Company at the traditional "Lieutenant-Governor's Luncheon" held in the Assembly Hall, Monday, December 29.

Welcoming the guests, Mr. Gordon Muirhead, assistant Store superintendent, acting as chairman, pointed out the great interest of the Eaton organization in the youth of Canada, and particularly in organized efforts such as the Boys' Parliament, where young men are encouraged to develop qualities of leadership and to make their contribution to the welfare of their individual communities.

Mr. Nelson McEwan, Metropolitan Secretary of the Y.M.C.A., Winnipeg, and Lieutenant-Governor of the parliament, gave the group an inspiring and challenging address. Illustrating with a number of timely anecdotes, he pointed out the need for holding to the path of duty, having a definite objective in life, and preparing for that objective. He also stressed the need for young men to take their place as laymen within the church and to give service there.

Grace was said by Harry Makin, premier of the parliament. Mr. A. D. MacDonell, Staff superintendent, and Mr. Sam Hill, in addition to Mr. Muirhead, represented the Company.

During the luncheon, entertainment was provided by Len André in a series of impersonations.

RECENT APPOINTMENTS

(Continued from Page Four)

Saskatoon

Department S253 — Hardware, Housewares, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Farm Implements, Tires and Tubes:

MR. P. WRIGHT, head of department;

MR. E. KARLENZIG, assistant.

Department S256 — Stoves, Plumbing and Heating:

MR. P. WRIGHT, head of department.

Department S260 — Radios, Pianos, Musical Instruments, Records, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:

MR. N. R. FLOOD, head of department.

Trail

The present Heavy Goods Depot (Department TR260) and Order Office at Trail under management of Mr. T. B. McFetridge, will be transferred to the direct supervision of The T. Eaton Company British Columbia organization.

Port Arthur

Department PTA379—Groceries, Fruits, Vegetables, Meats, Fish and Poultry:

MR. L. C. SMALLWOOD, head of department.

MR. W. METZGER, assistant in Section 284.

Prince George Order Office

Please note that the Mail Order Office in Prince George, B.C., will be extended to include a Heavy Goods Depot, to be known as PRG260, on Friday, December 12, 1952:

MR. C. O. TORGERSON, in charge.

A FEATHER IN EATON'S CAP!

(Continued from Page Ten)

It took over 40,000 man hours of work to install the dial equipment alone. Over 31,000,000 feet of wire was needed for house cables, and a further 200 miles, enough to reach from Winnipeg to the Saskatchewan border, for the switchboard and its equipment. 1,500,000 soldered connections were required.

All in all, it was a proud day when the new system went into service, and the indications are that the people of greater Toronto, not to mention the thousands of Eatonians, are unanimous in their approval of the completed project. We in Winnipeg share their pride, though not without a twinge of envy.



Top pictures—Left: Mr. J. Johnston. Right: Mr. A. D. MacDonell.

Lower picture—Some of the sponsors enjoying the sing-song.

Better Use Made of Extra Help

Mr. MacDonell stated that one of the managers had passed the remark that the extra help was better than it had ever been. Mr. MacDonell did not himself see how that was possible, as the Employment Office had been forced, due to full employment in Winnipeg, to accept almost anyone who had turned up looking for work. What the remark really meant was that management had made better use than ever of the extra help available. This was a tribute to the sponsors.

Carry On and Do a Better Job Each Year

Mr. Johnston said that folk in the M.O. would remember an early meeting in the fall when several suggestions had been put forward to help new staff. The response was beyond expectations. Everyone had done a good job, but the task was not yet finished. People will come and people will go—so carry on and do a better job, and as each year rolls on make it a little better place for new folk to work in.

Twelve

THANK YOU,

An absolutely top-notch party was given under the auspices of the A. splendid work done by the sponsor son. Their job was to train newcom

That it was a thoroughly su by the letter from Mr. McCord words of thanks from the two MacDonell, staff superintende Store, and Mr. Jim Johnston, M.O. Operating. Mr. Herbert C president of the Assistants' thanks, too.

THE T. EATON CO. LIMITED
CANADA

EXECUTIVE OFFICES.

Now that Christmas and New Year are a close, and you are at this dinner given by the M.O. have acted as Sponsors during the busy period. I should like to extend my appreciation to each one of you.

It is most gratifying to my associates to see the genuine interest in assisting new members in departments to become employees, thus making it much easier, but also a finer and more satisfactory. For that co-operation I accept my sincere thanks.

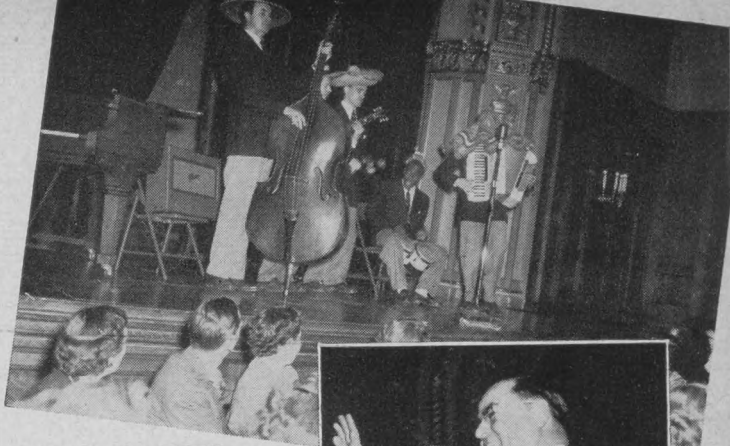
Yours

R.S.M.

YOU, SPONSORS!

Each party was the Company "thank-you" voices of the Assistants' Association for the joy the sponsors during the Christmas season train newcomers to the staff in Eaton ways.

oughly successful effort is indicated by Mr. McCordick shown here, and by the in the two guest speakers: Mr. A. D. Superintendent, who represented the Johnston, retiring supervisor of the Herbert Graham, in his capacity as Assistants' Association, voiced their



Top picture—Marsh Phimister and his Boys entertain with musical impersonations.

Lower picture — The ebullient Jimmy Quinn leads the sing-song

* * *

For entertainment, the ebullient Jimmy Quinn, seldom on more than one foot at a time, led the gang in a sing-song, Vic Taylor accompanying at the piano. Then Marsh Phimister and his boys convulsed the audience for a solid hour with their various musical impersonations.

* * *

Altogether the evening was a very rewarding "thank-you" to the 450 Eatonians who filled the Concert Hall of the Royal Alexandra Hotel.

Thirteen

WINNIPEG

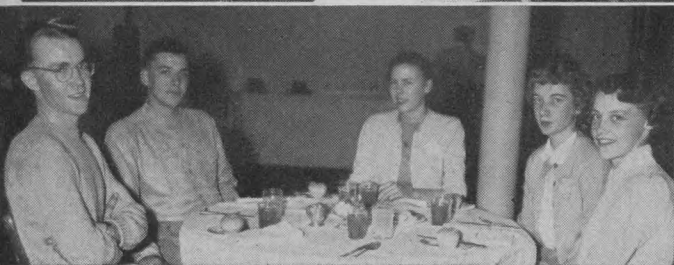
January 5th,
1953.

ow that the activities of the and New Year season have drawn to and you are gathered together at given by our Company to you who as Sponsors to new staff members busy pre-Christmas shopping period, ke to extend my personal appreciation to one of you.

t is most encouraging to me, and iates in the Executive Offices, to uine interest taken by the Sponsors g new members of the various de- to become more effective and useful thus not only making their work r, but also enabling us to give more satisfactory customer service. o-operation and assistance please sincere thanks.

Yours sincerely

McCordick



Top Left—Mr. Muirhead. Lower Right—Mr. Muirhead, Hon. F. C. Bell and Mr. Harrison.

4-H CLUBS

(Head, Heart, Hands and Health)

The annual visit of the 4-H Clubs to Winnipeg, sponsored by the extension service of the Manitoba Department of Agriculture and Immigration, and made possible through the co-operation and financial assistance of The T. Eaton Company, took place the week of December 1.

These boys and girls, mostly from 16 to 20 years of age, are our future farmers and farmers' wives. They belong to the numerous 4-H Clubs throughout the province. Club members received valuable training and practical experience in raising farm livestock, grains, grasses and garden vegetables. Sewing and food clubs afford an opportunity for teen-age girls to become competent homemakers. In addition, while carrying out the regular business of their club, members gain experience in public speaking, conducting meetings and leading community projects.

Each year 100 club members, chosen on the basis of the year's work, are brought to Winnipeg for three days and are taken on a tour of some of our industrial and technical institutions and government buildings. One feature of the visit was a three-hour tour of the M.O. Then the boys and girls were guests of the Company at a luncheon in the Assembly Hall.

Mr. Gordon Muirhead, assistant Store superintendent, welcomed the group on behalf of the Company. Mr. Frank Muirhead, supervisor of 4-H clubs for Manitoba, expressed the appreciation of the guests for the luncheon and the support received by the Company that made it possible for them to hold "Winnipeg Week."

Entertainment included impersonations by Len Andre and selections played on the accordion by Barry Hemmingway.

Indicative of the pleasure brought to so many young Sanatorium patients at Christmas by the gifts from the staff through the Employees' Charitable Fund, is this letter from Brandon Sanatorium, one of the many "thank-yous" received this Christmas by Mr. T. P. McBryde.

SANATORIUM BOARD OF MANITOBA

"Please convey to the subscribers of The T. Eaton Co. Limited Employees' Charitable Fund, our sincere thanks and deep appreciation for their contribution to the Children's Christmas at Brandon Sanatorium. The bags of candy and the gifts so beautifully wrapped were delivered to each patient by Santa Claus on Christmas morning. If you could have seen the light in each patient's eyes as he received his or her gift, you could have had no better reward.

"Your worthy subscribers are to be commended for their thoughts of others at this Christmas and for their help in bringing much Christmas cheer and happiness to Brandon Sanatorium.

"Thanking you again, and with very best wishes to you all for a happy and prosperous New Year, I am,

(Signed) "A. H. POVAH, M.D., Medical Superintendent."

"THE LITTLEST ANGEL"

The Junior Executive and Junior Council combined on December 13 to hold their annual Christmas party for the pre-school-age children from the orphanages and day schools.

Over 90 little ones were shepherded into the Assembly Hall and quickly taken in hand by well-trained teen-agers who helped them off with their bulky winter clothing and sat them down facing a moving picture screen. Paper caps were put on the children's heads and they promptly went into giggles and shrieks at the capers of three of the executive dressed as clowns, who amused them with tumbling tricks.

Movies

Ruth Spurway, of the Educational Office, showed two films: "The Littlest Angel" and "Santa's Workshop," both in colour. "The Littlest Angel" was particularly apt, showing as it did, the story of the angels' gifts to Christ. The Littlest Angel gave his only possession, a plain brown paper-board box, which, through the love with which it was offered, was transmuted into the Star of Bethlehem, the most beautiful of the glorious gifts offered to the Child.

And a juggler!

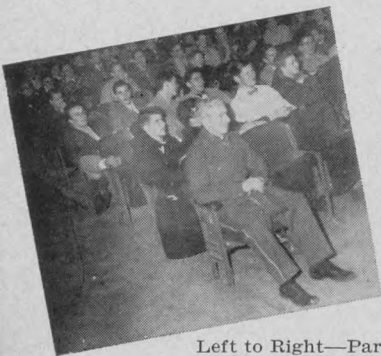
Following the films, Steve the Juggler kept the children entranced with his tricks, then came Dixie cups of ice cream and cookies, and last of all, Santa himself.

Santa Himself!

Santa requested the children to sing carols and up to the front tumbled 15 or 20 of them, among them a small lad, all of three, with blue eyes and rosy cheeks, dressed in a red-ribbed Scottie sweater and gray shorts. This "Littlest Angel" sang with gusto, joy and childish unself-consciousness, the age-old carols. He, too, had brought his offering for the Child.

The children were then bundled back into their clothes, and clutching the presents distributed by Santa, climbed into the buses which took them to their "homes."

Much credit should go to these teen-agers for the care and affection with which they looked after the little ones, and the speed with which they managed the job.



Left to Right—Part of the enthusiastic audience. Olive Holowchuk entertains with rousing accordion selections. "Big Bill" Walker in his inimitable impersonation of Victor Borge. "And now to eat!" . . . Watch those hotdogs disappear!

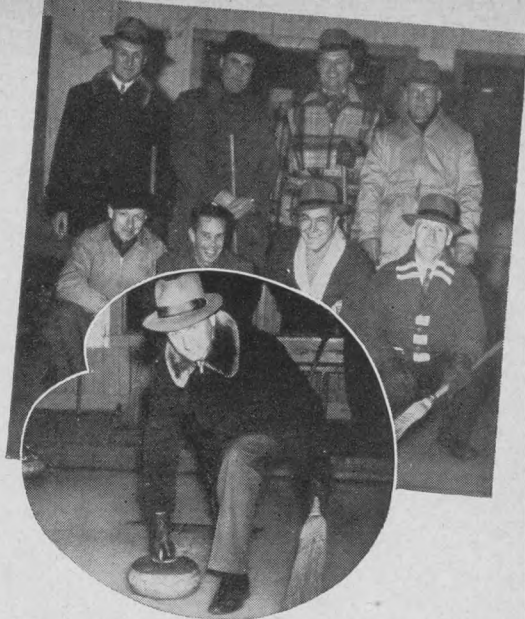
TEEN-AGERS DESERT THE "BESOMS AND STANES" FOR VARIETY SHOW

Some 500 young devotees of "the roarin' game" took time out Tuesday, December 30, when a top-flight variety show, followed by the inevitable "eats," was presented for them in the Concert Hall of the Civic Auditorium. Guests of the M.O. division of the Company, the young entrants in the Manitoba High School Bonspiel thoroughly enjoyed the hour-long entertainment staged by M.C. Bill Walker.

Following the stage show, the group moved into the large hall of the Auditorium where huge quantities of hot dogs, cokes and chocolate bars were consumed. Food arrangements were in the capable hands of George Fox, Grill Room Products, and to quote one young lad from rural Manitoba: "Home was never like this!"



Left Picture—Back Row: Johnny Young, Bob McCormack, Jack Newton, George Agnew, Hughie Caldwell. Front Row: Eric Moore, Syd Lentle, Bill Hall. Inset: Mr. Muirhead.



Right Picture—Back Row: Messrs. McKeag, Travers, Muirhead and Thompson. Front Row: Jack Bunday, Ed Hutton, Ken Sutherland, Jack Gibson. Inset: Mr. McKeag.

Men's Curling Club Opens New Season

By Bill Hall

The "Roarin' Game" took on a new lease of life when Mr. Gordon Muirhead, assistant Store superintendent, delivered the first rock December 12 to open the new season.

The mild weather gave curling a late start so that the McGee Memorial play-off for the Store championship will be far from completed when the greatest of all curling classics, the Winnipeg Bonspiel, opens on February 2.

Some alterations and a coat of paint have added a smarter touch to the rink interior, and now a good word for our new icemaker, Ross Johnson, a very pleasant chap and the best icemaker in town, bar none.

Eaton Girls' Curling Club Reports

By Jean Kerr

A general meeting and get-together of the girls of the Eaton Curling Club was held November 21 in the Eaton Curling Rink and brought out a large number of members for the annual event.

Madeline Doyle, president, was in the chair. Five sheets of ice are to be in use Mondays, Wednesdays and Fridays.

After entertainment by Mary Phillips and a sing-song with Muriel Fraser at the piano, a light supper was served.

The Eaton girls are now affiliated with the Manitoba Ladies' Curling Association and district play-downs have started with the Eaton girls drawn against the Grain Exchange.

Sixteen

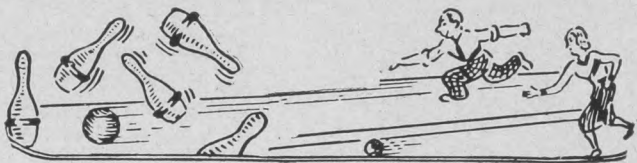
WREATHS FOR REMEMBRANCE

The following distribution was made of money received from a collection for wreaths placed on the memorial tablet on the main floor:

Besides the purchase of the two wreaths, \$40 was sent to the Legion Christmas Tree for gifts for hospitalized veterans, and \$100 was sent to the Academy Road Veterans' Home. The matron there acknowledged the donation as follows:

"This donation will make such a difference in our providing little luxuries and extras for our boys at the festive season. . . . It is a splendid thing that our ageing veterans are so kindly remembered after all the years since they did their bit in World War I, and we would like each one of your group to know how much their kindness is appreciated."

Eaton's Mixed Five-Pin Bowling League



PIN-BOY CHATTER

By Ewen McFadyen

It was either too much Christmas or the thought of stock-taking which took the "oomph" out of our bowlers the last time out. Only five of the eight divisions felt proud enough to turn in reports, and out of these only five sweeps were registered. They were the Winsomes, Jay Dees, Seven-Ups, Pic-Ups and Whispers.

Scores were definitely below par. Those topping the 700 mark were Bill Robertson, 736; Bill Stewart, 719; Ernie Wall, 714; Bill Liver, 709; Tom Scott, 702, and Bob Clark, 700.

Division One — Bill Adams' Sparklers share the top slot now with Jack Collett's Jay Dees at 12 wins each. Those rolling nice games were Ann Anderson, 681; Betty Greenwood, 674, and Mildred Barker, 660, of the girls. Harvey Sheidow, 667; Reg Wright, 662; Jack Day, 654, of the guys.

Division Two — Steve Monchak's Wiggett's lead the race here, being one game up on Lorne Jackson's Outlaws and Bill Robertson's Merrimacs. Stan Houston backed up his team with a lovely 685; Maurice King had 675 and Steve Monchak, 639. Millie Duncan led the girls with 669; Donna Monchak had 655; Ollie Tymko, 614, and Mary Bodrug, 613.

Division Three—Jack Course's Seven-Ups slipped into No. 1 position here when

they swept Roy Lowe's Wise Ones. In second place with 10 wins each are Tom Scott's Scotties and Frank Swonnell's Monarchs. Eileen Elvers led the girls with 653 and Dot Martin had 621. Dave Miller rolled 608 and Cy Napier, 602. Incidentally, in the last 18 games played, Tom Scott has averaged 232. Nice bowling, Tommy.

Division Four—Jack Carson's Vikings are tied with Forbes Grassick's Tegos for first place, and hard on their heels are George Niven's Majors. Eddie Olien was in there with 690; Bud Insch rolled 670; Bob McQuarrie, 698; Percy Cook, 628. Elsie Craig was the sole gal over 600. She had 607.

Divisions Five and Six—No reports.

Division Seven — A four-way tie here among Johnny Bydak's Playrites, Al Watson's Peppy Pals, Norm McKeen's Blow Outs and Bill Bell's Pin Heads. Rae Puttaert topped the men with 629; Bette Hebb rolled 585 and Helen Black, 550.

Division Eight—Two teams share top billing here: George Thompson's Sir Loins and Hector McDiarmid's Whispers. Henry Kondret had a lovely 229 game and Don McAuley rolled 226. M. McFetridge topped the girls with 229 and right behind her was Bertha Schroeder with 214.

Why Worry About Hospital and Medical Bills?



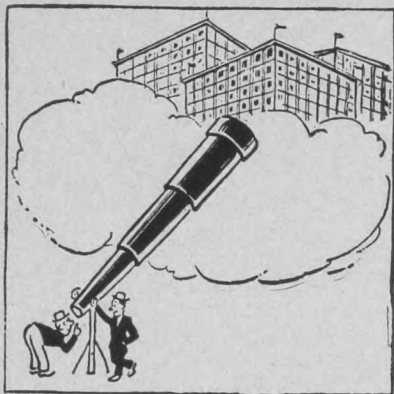
Each month one out of six people need a doctor's care some time during the year. That may mean you or one of your dependents. Are you prepared to pay for this care?

The Blue Cross offers a plan of insurance against hospital bills, and the Manitoba Medical Service, for a small sum each month, will protect you and your family against medical bills.



Applications for Hospital and Medical Service may be turned in to the Welfare Office during February.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Our best wishes to Blanche Simmons who left to be married in England. Mr. A. Carr, head of department, presented her with a bedthrow on behalf of the staff.

Over the Christmas holidays six lovely diamonds dazzled our eyes: Shirley Coughlin became engaged to Mike Lindsay; May Allen to Reno Alfonso; Rose Sosiak to Ray Kotchak; Kay Dorge to Ivan Watkins; Jean Hunter to Norman Clark, and Marge Zelinsky to Dave Kingerski of Minneapolis. Our best wishes to all of you.

Maxine Doig left to be married to John Hope of the R.C.N.V.R. Our good wishes to you, too, Maxine.

We hope Alf Scudder (retired) is feeling better now; also Cloe Boucher.

Glad to have Adrienne Weber back with us following her recent operation.

Our sincere sympathy to Agnes Comack on the passing of her father.

Hosiery—By Angela Tregor

Best wishes to Donna Sutton who received a diamond from Bill McGregor at Christmas.

5c to \$3.00 Store—By Peggy McCance

Best of luck to two members of our staff who recently received diamonds: Doreen Murdoch became engaged to Fred Walton and Lorraine Kritzer to Maurice Morrisette.

Shoes—By Chris Mickoski

All our good wishes to Pearl Palahitske who received a diamond from Jack Edwards on January 5.

Congratulations to Mr. and Mrs. A. Gar-side on the birth of a son, Eric James, weighing 8 lbs. 12 oz., on December 21.

Piece Goods—By Jessie MacIntosh

Best wishes to Lee Denyer who married Eric McLellan, January 17, at Riverview United Church. The department gift was a torchere.

We extend our deepest sympathy to Hilda Miller on the loss of her grandfather.

* * *

MAIN FLOOR

Jewellery—By T. R. Bennett

Congratulations to Mr. and Mrs. Roy Firth on the arrival of a son, weighing 7 lbs. 1 oz., on January 5.

Eighteen

Good wishes to Carolyn Copely who left to take up nursing. Mr. A. Cranston, supervisor, presented her with a nurse's pen on behalf of the staff.

When Nancy Stupak left the staff she was presented with a silver flatware set.

Notions—By V. Gillespie

The departmental Christmas party was held December 13, when Christmas presents were distributed to all by Mr. W. E. C. Hurlburt, who acted as Santa. The best present to the department was the pleasure of having Mr. S. H. Williams, supervisor, and his wife with us.

We said good-bye to two members of the staff recently: Elaine Tessier, who left to join the navy, was presented with a ring, and Mrs. Durback, who left to take up full-time house-keeping, received an ironing board.

Drugs—By C. O'Kelley

Two new diamonds have appeared in the department. We wish Mary Bowes, Tolletries, who became engaged to Ken Smith of the Expense Office, and Margaret Sutherland, engaged to Jim Grant, all the happiness in the world.

We are glad to hear that Anne Longmuir's operation is successful and she is doing well.

We extend sympathy to three members of our staff in the loss of their fathers: Mrs. McComb, Minnie Baker and Mrs. Benvie.

* * *

SECOND FLOOR

Fancy Goods—By Mabel Deacon

We were very pleased to have a visit from our supervisor, Mr. S. H. Williams, at Christmas-time, and also pleased to receive a telegram from Mr. Shaw, our former supervisor, though we missed not seeing him.

We extend our deepest sympathy to Elsie Cameron on the loss of her grandfather.

Staples

Congratulations to Mr. and Mrs. Andrew Dorrian on the birth of a daughter, Maureen Elizabeth, December 24.

Receiving Room

We extend deepest sympathy to Dave Turner on the loss of his sister, December 22.

* * *

THIRD FLOOR

Meats—By Hilda Mensforth

Welcome to Ian Taylor and Lorna Cummings. We hope you will enjoy working with us.

Sorry to bid farewell to Mrs. Jean Witzky, who decided to take up housekeeping as a career. Best of luck, Jean.

Congratulations to Mr. and Mrs. Ian Taylor. Mrs. Taylor presented Ian with a daughter, January 12. Judith Anne weighed 8½ lbs.

We are happy to see our old-timers, Art Taylor, Jack Gillian and Bill Leslie, who drop in to call on us once in a while. Glad to see you all enjoying your retirement and looking so well.

It is good to have Mr. Horton well enough to be back with us three days each week.

Sporting Goods

Best wishes to Joyce Savage who received a diamond recently from Lee Finch.

Hardware

We are glad to have May Kennington back following her recent illness.

Welcome to Pat Nagel to our staff and good-bye to Margaret Romas and Doreen Callings who left to take up full-time house-keeping.

Sorry to report that Bill Ashton is away ill.

FOURTH FLOOR

Women's Coats and Suits—By M. I. Bowen

The staff held their annual Christmas party, December 18, at the Homestead. After a turkey dinner a program of games and contests, convened by Lottie Armstrong and Helen Kane, was thoroughly enjoyed. Everyone joined in carols and old songs accompanied by Neville Jennings at the piano. The climax of the evening was a Christmas tree with gifts distributed by dear old Santa Claus impersonated by Harvey Scrivener.

The department extends congratulations to Mr. and Mrs. Mike Tomlinson (Gladys McFetridge) on the birth of a daughter on Christmas Day. The proud poppa is in the Construction Office.

Lingerie

Best wishes to Augustine Handee who married George Drummond, January 2, in Peterborough, Ontario, where they will reside. The department presented her with linen.

Mr. R. King, head of department, entertained the members of the staff at his home on December 19, at a very enjoyable party.

Beauty Shops

We hope to see Harold Chittick, who is away ill, back with us soon.

Our most sincere sympathy is extended to Vera Deverall in the loss of her brother.

* * *

FIFTH FLOOR

Juvenile and Girls' Wear—By S. Johnson

Best wishes to Edith Quinn who received a diamond at Christmas from Mike Pollock.

* * *

SIXTH FLOOR

Paints and Wall-paper—By Daisy Ross

We extend our apologies to Bill Forbes, son of Mr. Norman Forbes, supervisor. We stated the degree he had attained was his master's, it should have been his doctor's.

General Office—By L. Browne

The annual Christmas party was held December 10 in the Grill Room of the Marlborough Hotel. Spot Dance prizes were won by Eva Percy, Gladys Walker, Fred Smith and Don Lockhead.

When Margaret Gillenare left to marry Grant Gair, Mr. R. B. T. Whitbread, supervisor, presented her with miscellaneous kitchenware and carnival ware from the office boys and girls.

Joyce Coleman was presented with linen when she left to marry Noel Porter.

When Pauline Lavery went to reside in Montreal she received a mantel radio and jewellery from the girls and staff. Good luck to you all.

Dan Cupid gave Santa Claus a run for his money this year. No less than six diamonds appeared during Christmas week. Our best wishes are extended to Babe Lhomer, Shirley Kennedy, Eileen Steel, Joan Robinson, Jean Ewart and Jean Blanchard.

Good luck and best wishes to June Thompson who left January 3 to take up nursing. She was presented with a pen and pencil set and hosiery.

Floor Coverings

Welcome to Jo-Anne Boyd who has joined our office staff.

The Carpet Department played hockey against the Draperies at Sherburn Park, January 11. The score was two all. Jack Pickles, of the Draperies, can still show up the younger men. Mr. Einarson, of the Interior Decorating, was official timekeeper and umpire, when he wasn't mixed in the play. Everyone enjoyed themselves and both teams are still undefeated. Any offers?

SEVENTH FLOOR

Bedding Office—By Marion MacPail

Jacqueline Barr became engaged during the Christmas holidays to Bill Harris. Best of luck to you both.

Radios—By Flo McDowall

We are sorry to say that Stan Pankow is still away ill.

Electricals

Best wishes to Eleanor Keller who received a diamond from Jake Olfert, and to Helen Monroe who became engaged to Clarence Geib.

Marge Thompson received a rhinestone set from the department as a parting gift.

Congratulations to Mr. and Mrs. Tom Engs on the arrival of a daughter, Polly.

* * *

EIGHTH FLOOR

Sales Audit and C.O.D. Office

By Joyce Baldwin

Our best wishes are extended to Jay Cheshire who married Vern McLean at St. Matthew's Church on January 3. Jay was presented with a toaster from the department and a miscellaneous shower was held in her honour at the home of Pat Robinson. Good luck to you.

Cupid has been very busy during the holiday season and there are three happy girls to prove it. Lucy Seaman became engaged to Peter Pawluk; Jean Kelle said "Yes" to Bill Jenkins, and Pearl Dawson received her ring from Bill Panko. We extend best wishes to them all.

Good luck to Cherry Chambers and Sylvia Sveinsson who left us to go to Toronto. Sylvia received a leather handbag and Cherry a gift certificate.

We are glad to report that Christine Matheson is still making steady progress towards recovery and that Vera Webb, after being confined to the hospital, is now at home recuperating. We hope to see you both back soon feeling fit again.

Budget Plan—By E. Tamplin

Well, it is good-bye to another couple of our gals who have left for sunny California. Doris McBryde received a lovely marcasite pin from the department and a maple leaf pin from her section. Terry Roy's gift from the department was a lovely red morocco leather travelling clock. She also received a glamour pin from her section. The very best of luck to you both, girls.

Glad to see Muriel Clark and Shirley Siddon, also John Haddow, are back with us again, and hope that Lillian Apland is better and will be back with us soon.

Presentation of linen was made to Audrey Lavery whose marriage to Red Ferguson took place in St. Paul's United Church, December 12.

Three of our cashiers, Florence Osman, Ruth Archer and Evelyn Morrison, received beautiful engagement rings in the same week. All our good wishes, girls.

Mrs. Frances Conacher left January 3 to take up full-time housekeeping. She received a torchere from the department and a beautiful compact from her section. Best wishes, Fran.

Telephones

Christmas was a memorable day for Gladys Cooper of the Switchboard. Her big present was a sparkling diamond from Charles Elliott. We hear the bells will ring in April.

Holiday joys were somewhat lessened by the necessity of saying good-bye and good luck to one of the Order Room girls. Mrs. Fanny (Tomes) Thurlbeck left to take up full-time housekeeping and, we understand, a bit of travelling, too. The Provision Order Board girls presented her with a lovely handbag on her last day.

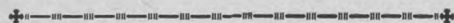
Carol Lowing was presented with a nylon blouse when she left to attend business college.

Mrs. Muriel Laurane and Mrs. Nellie Jones have both undergone operations recently, but reports are good and we know they'll both be back soon.

Glad to see Florence Ross back at work again.

Hope to see Mrs. Mabel Egan of the Switchboard back soon.

At Christmas the Provision Order Board helped to brighten the holiday season for a group of senior citizens who otherwise might have been neglected. The kind letters of appreciation received are full reward for this act of giving.



In The Mail Bag

SECOND FLOOR

M.O. Money Returns and Packing

Marie Almrud and Denise Roziere are wearing diamonds which they received during the month of December. Best wishes to you both.

Sorry to report that Dora Jonassen and Mary Patton are on the sick list this month. We wish them a speedy recovery and hope to see them at work in the near future.

We extend our deepest sympathy to Ruth Comack in the loss of her brother in January, and also to Tommy Hiddleston in the loss of his father during the Christmas season.

Best wishes to Vera Kushnir who received a diamond recently.

* * *

FOURTH FLOOR

M.O. Women's Shoes—By L. Shadbolt

June Olson surprised us all, December 12, when she walked in with a beautiful diamond from none other than our own Eddie Hatton. All the best to you both.

* * *

FIFTH FLOOR

M.O. Radios and Electricals—By Mina Doolan

Congratulations to Mr. and Mrs. Bert Agagner on the birth of a son, Ernest Roger Joseph, 5 lbs. 15 oz., born November 10.

Congratulations also to Mr. and Mrs. Alex Razella on the birth of a son. A hearty welcome to wee Byron Alexander.

Congratulations to Allan Churcher on the occasion of his appointment as assistant in the Electrical Department.

* * *

SIXTH FLOOR

M.O. Dress Goods

On the evening of December 23, the department held a Christmas party at Roslyn Gables, at which Mr. and Mrs. Dave Thomson were the honoured guests. Fifty people enjoyed a delicious turkey dinner followed by an entertaining program highlighted by a skit in which Don McAuley starred as "Wee Davie" on his arrival from Scotland with kilts and bagpipes. Santa paid a visit later in the evening with a bag full of gifts for all.

Mrs. Margaret Hanks, for several years a popular member of the staff, has left owing to ill health. On December 23, Mr. P. H. Longstaffe, head of department, on behalf of the staff, presented Margaret with a table lamp and thanked her for her years of service and wished her improved health.

Sorry to report that Mrs. Mary Walker is away ill. We hope to see you around again very soon, Mary.

Twenty

ELEVATOR UPS AND DOWNS

By Agnes Reese

George Orpe was presented with a cigarette case when he left to take up residence in California. Good luck from all of us.

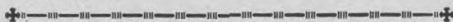
Darlene Cullins, who is now making house-keeping her full-time job, was given a cup and saucer by the girls, as a memento of days spent with us.

Edith Forsythe, also taking up housekeeping, received a steam iron as a parting gift.

Beth Cawell, who left us at Christmas-time, will remember the girls who gave her a set of ornaments. Good luck to all of you, and to Audrey Clarke, who also left recently.

Glad to see Bob Martin back after his recent illness.

December was a happy month for several of our girls. Those receiving those all-important rings were: Eleanor Danielson, Joyce Dagg, Sheila Russell and Florence Chorney. Best wishes, girls.



M.O. Staples

The staff wishes to extend its sympathy to the family and friends of Mr. Adam Beck who died January 8. Mr. Beck had been a member of the Staples Department for 37 years until his retirement in January, 1948. He had been a well-known figure in Winnipeg for many years owing to his conscientious work on the Winnipeg School Board.

The annual Christmas party was held at Vasa Lund, Charleswood, on December 19. A large number of the staff and their friends enjoyed a delicious smorgasbord which was followed by a visit from a jolly and generous Santa. An enthusiastic sing-song was led by Bill Hogg and Beatrice Adamac, accompanied by Muriel Fraser at the piano. The evening wound up with a program of games and dancing arranged by Ethel Anderson, Evelyn McAndrew and Bob Holmes. We were pleased to welcome the following retired members to this annual event: Mr. J. H. Egerton, Mr. and Mrs. J. R. Hearst and Mr. and Mrs. John Stevenson.

* * *

SEVENTH FLOOR

M.O. Budget Plan—By W. Torch

The department's annual Christmas party was held December 16 at the Valour Road Legion Hall. The evening started with a hot turkey dinner followed by dancing and entertainment. Lorne Walsh was M. C. and entertained with his accordion. Tommy Laidlaw delighted the audience with a few exquisite selections on the piano. Also starring was the well-known comedian, Len Andre. Santa Claus (Pat Young) passed out gifts and the evening finished with various novelty dances. May we all extend our appreciation and thanks to Charlie Gordon, Rita LeClair, George Hendrickson and Rozanne Lozo for their splendid work in arranging this program, and also to Mrs. L. Walsh who took pictures.

Good wishes to Devona Patterson who is wearing a sparkling diamond, also to Marion Allen who received hers at Christmas.

On December 23 Mr. and Mrs. Bill Carson received the loveliest little Christmas present, Kim Shannon, who made her announcement at 2 a.m. Congratulations, pop!

The office said farewell to Jean Zipp, December 20. She was presented with a traveling case on her departure for Edmonton.

We are all wishing the best to Herman Olafson who is away ill.

M.O. Lingerie—By Bea Nash

We extend our sincere sympathy to Ann Drystek on the recent loss of her father.

M.O. Juveniles—By M. Pariseau

Our best wishes to Terry Swerda who is wearing a lovely diamond received from Richard Forth.

The very best of everything to Margaret Bircham who married John Brenko at Robertson Memorial Church. She was presented with a coffee table and kitchenware.

Dorothy Horwood received an early Christmas gift, a lovely diamond which is now sparkling on her finger. The lucky man is George Murphy.

Best wishes to Charlie Parkin for a speedy recovery. We are glad to report that he is out of the hospital and progressing favourably.

The sparkle in the eyes of Kay Fawns is brighter than ever these days. Could it be the reflection from that beautiful ring she's wearing on the third finger? The lucky man is Don Thompson.

We wish to extend our sincere sympathy to Kay Telfer on the death of her sister.

M.O. Women's Coats, Suits and Furs

By H. Johnson

Our best wishes to Shelagh Newton who is sporting a diamond on that all-important finger. The lucky man is Pte. Doug Scharf.

Sorry to report that Ruth Ellison had the misfortune to re-injure her arm which was broken in an accident in September.

Congratulations go out to Mr. and Mrs. Jack Hallett on the birth of a daughter, Patricia Bernice, December 29, weighing 7 lbs. 1 1/2 oz.

* * *

EIGHTH FLOOR

M.O. Exchanges—By M. Davies

Best wishes to Agnes Anderson who became engaged to Norm Cowan, January 1, 1953.

Our sincere sympathy is extended to Grace Hamill whose brother passed away recently.

Photo Workroom—By Stephanie Sapiak

We said good-bye to Shirley Clarke who left us to take up housekeeping duties. She was presented with a very useful gift. Good luck, Shirl.

We'd also like to extend good wishes to a former member of the staff, Dorothy Coe, now of the Stove office, who has recently become engaged to Douglas McLaren.

M.O. Salesroom, Files and Correspondence

By G. Brownlee and L. Lauch

Best wishes to three of our girls who received diamonds at Christmas: Joan Cooper from Doug Burnside; Yvette Richard from Bill Saviak, and Marlene Gaetz from Tom McDougall. Good luck to you all.

Sorry to report the following people on the sick list this month: Miss Paul, Ruth Magnusson and June Thompson. Also Daisy Goldhawk who is in the hospital is coming along well and hopes to be home soon. Hope you are all feeling better and will be back before long.

Glad to see Jennie Forester back after her recent illness.

Our sincere sympathy is extended to Tilly Beck on the loss of her father.

M.O. Cashiers—By Elsie Norton

A miscellaneous shower was held at the home of Jean Maxwell for Nora Logan who married Adrian Bevrault in St. Philip's Church.

M.O. Copying—By M. Shepherd

Good wishes to all the girls who received lovely diamonds during the Christmas season: Marge Stockley, Doreen Hazelwood, Donald Romanow, Helen Doig and Netty Nairn.

When June Ferguson left for her wedding at St. Matthew's Church, January 17, to Don Marino of the Garage, she was presented with an electric kitchen clock, china planter and ash tray. The girls held a luncheon at the Homestead for her where she received two table lamps.

Sorry Frieda Erbach has been on the sick list so long. We wish you a speedy recovery.

Doreen Johnston was married December 6 at Grace United Church to Fred Brentnall. She was presented with a wool bedthrow and pillow cases from the department. The girls held a miscellaneous shower in her honour.

Congratulations to Grace Saunders who was chosen queen of the Puffin Ski Club.

M.O. Complaints—By J. Baynes

Everyone was sorry to know of Leona McKay's accident but hope she will soon be back with us.

The latest bulletin on Ivy Alexander is that she is improving. Keep it up, Ivy, we are glad to hear it, and we'll be seeing you.

M.O. Correspondence—By June de Gagne

Our Christmas belle was little Joan deVries who is wearing a lovely diamond presented by James Thorne, R.C.M.P.

It's certainly nice to hear that Eunice Treadwell is doing well since her operation. Hurry along, Eun, work is picking up.

* * *

NINTH FLOOR

M.O. Men's Furnishings—By D. Dee

To Edna Gillis, of the office, we wish all the happiness in the world. She received a lovely diamond for Christmas from Alex Edgar.

Leila Knudsen, our first bride of the year, was married January 10 to Alex Smadylo. Mr. George Firth, assistant, presented Leila with a chenille bedspread from the department, and our very best wishes are extended to the happy couple.

M.O. Notions and Fancy Goods

Sparkling diamonds were the feature item on the festive agenda for our departments. Our star baseball player, Dorothy Chisnell, who has run around many a diamond, now has the diamond running around with her. Good wishes on your engagement, Dot, to Walter Zuk of Savant Lake, Ontario.

Good wishes are also in order for Edith Schmeichel whose left hand is adorned with a beautiful sparkler. The lucky fellow, Andrew Paterson, hails from the States.

Mrs. Irene Funk was the recipient of many good wishes as her friends gathered round her. Mr. J. W. Aker, head of department, on behalf of members of the staff, presented Irene with a lazy Susan. Our best wishes.

One of our former members, now retired, Miss H. Simpson, is still recuperating after a nasty fall resulting in a broken leg. We are looking forward to seeing you up and around again soon.

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ALEXANDER AVENUE WAREHOUSE

Box Factory—By N. Lemecha

Congratulations to Bobby Taylor who married Margaret Winnifred Williams at Deer Lodge United Church, January 3. Bob was presented with a coffee table from the boys of the department and a torchere from the staff. Presentations were made by Mr. H. V. Clarke, supervisor.

We hope that Nita Loewen, who has been on our sick list for some time, is feeling better.

M.O. Furniture—By A. Surbey

A sparkling diamond appeared on the finger of Shirley Sandison recently.

Glad to have Leo Larocque back after his recent operation.

We wish a speedy recovery to Shirley Sandison who is at present on the sick list.

* * *

PRINTING PLANT PATTERN

By M. Torrance

Our most sincere sympathy is extended to Charlie Peters and Ainslie Watson in the loss of their fathers.

We are pleased to see Bob Don out of the hospital and able to be around again.



CONTACTS

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Editor: MISS NANCY KENNY
City Advertising

The Jewellery Department Celebrates Its Seventh Annual Christmas Party



Top row—Left to Right: Party committee—A. Gable, Roy Firth, Santa, Ruth Evans, Vic Savage and Don Wilson.

Lower row—Left: Santa with Mr. McCoy (guest) and Mrs. Cranston. Right: Mr. and Mrs. P. de Denus with Santa.

The seventh annual Christmas party was held by the Jewellery Department on December 6 at the Main Street Legion Hall. In the absence of Mr. A. Cranston, supervisor, Mr. M. Donaldson, head of department, opened the party by thanking both the regular staff and the extra help for the marvellous job they were doing over the Christmas season.

The program for the 85 people who attended included songs by Roy Firth, and Mal Donaldson contributed his annual favourite, "The Waggle of the Kilt." Besides dancing and spot dances, there was a real live Santa in the person of W. E. C. Hurlburt, his seventh appearance in this role at the Jewellery party. Santa handed out Christmas gifts to everyone present and was ably assisted in this good work by Mr. Coone, now retired.

A note of thanks is offered to Dave Ainge, Display Department, for a lovely job in decorating the hall, as well as to the departmental committee: A. Gable, Roy Firth, Don Wilson, Vic Savage and Ruth Evans for a splendidly organized party!

In Memoriam

MR. ADAM BECK

The passing occurred on January 8 of Adam Beck, a school trustee, who was for 38 years a member of the M.O. Staples Department. He retired in 1948.

Mr. Beck served overseas during the first world war for three years and was an executive member of the Valour Road Branch of the Canadian Legion. He was a member of the Board of Stewards of Sparling United Church, and a founder of the Winnipeg Taxpayers' Association.

The sympathy of the staff is extended to his daughter, Tilly, of the M.O. Salesroom, as well as to another daughter, Mrs. Joss, three sons and five grandchildren who survive.

MR. CHARLES FLYNN

It is with deep regret that we record the passing of Charles "Scotty" Flynn, a stock clerk with the Hardware Department. Scotty, who used to play cricket with Eaton's for many years, observed his 25th anniversary with the Company on November 10. He passed away December 14 at the age of 49.

Surviving Scotty is a brother, Peter, and two sisters, Mrs. Kathleen Banks and Mrs. Johanne Bell, to whom our sympathy is extended.

MR. GRANT WESTMAN

A member of the Men's Clothing staff, Grant Westman passed away December 31 at the age of 40 years. In his nine years with the Company he served with the M.O. Packing and the Men's Clothing Departments.

Grant was a member of the Ink-Spots' team of the Eaton Bowling League and served overseas with the R.C.A.S.C. in the second world war.

Surviving are his widow, a son and a daughter, and four brothers. Our deepest sympathy is offered to them.

We also regret to record the passing of the following retired members of the staff:

DUNCAN McDONALD CAMPBELL, who retired in 1950 after 10 years with the Men's Clothing, passed away on January 9.

EDWIN WHITAKER, a member of the Paint Shop for 11 years, passed away in Victoria on January 6.

RUTH GARDNER, who retired from the China Department in 1928, passed away on January 10.



We extend sincere sympathy to these members of the staff who have recently suffered bereavements:

In the Loss of a Father

MRS. L. McCHARLES.....Meats
MISS J. McGOWAN.....

Gloves and Hosiery
MR. T. GULLETT, M.O. Sporting Goods
MRS. C. LEWIS.....Sportswear
MRS. D. RODRIGUE.....Drugs
MISS M. BAKER.....Drugs
MRS. L. VARLOW.....M.O. Linens
MISS E. STEELE, Customs and Traffic
MISS A. DRYSTEK.....M.O. Linens
MR. C. B. PETERS.....Printing
MR. A. WATSON.....Printing
MR. G. STILL.....Women's Shoes
MRS. B. McCOMBS.....Drugs
MISS A. COMACK.....Foodateria
MR. J. HIDDLESTON.....

Farm Implements
MRS. J. BENVIE.....Drugs
MR. R. IRVINE.....Meats
MR. T. HIDDLESTON.....M.O. Packing
MR. W. SPENCELEY.....City Inspectors
MR. T. McINNIS.....Painters
MISS K. STUART.....M.O. Infants' Goods
MISS M. BECK.....Catalogue Distribution
MISS T. KLASSEN.....Grill Room

In the Loss of a Step-Father

MR. W. CLARK.....M.O. Packing

In the Loss of a Mother

MRS. F. SHARP.....Foodateria
MR. H. GREGG.....M.O. Packing
MISS D. WEBBER.....Notions
MR. L. WAGGONER.....Meats
MISS M. PETERSON.....Lingerie
MRS. E. LUTZ.....Caretaking
MISS C. RENTON.....M.O. Merchandise

In the Loss of a Sister

MISS A. DALGLEISH.....Drapery W.R.
MRS. H. COLLINS.....Cash Office
MR. B. ENEFER.....Candy Factory
MISS K. TELFER.....M.O. Infants' Goods
MRS. L. KNOWLES.....M.O. Lingerie

In the Loss of a Brother

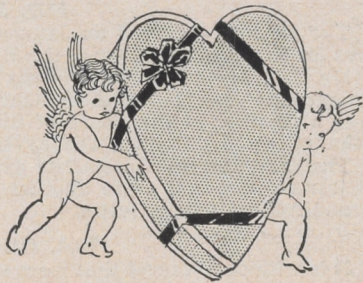
MR. W. MONTFORD.....Printing
MR. R. LAIRD.....M.O. Carpets
MISS R. COMACK.....M.O. Money Returns
MRS. B. BROOKS.....Candy Factory
MR. J. ARNASON.....City Carriers
MRS. G. HAMILL.....M.O. Exchanges
MRS. V. DEVERALL.....Beauty Shops

In the Loss of Her Husband

MRS. S. LAMERONDE.....M.O. Cafeteria
MRS. P. MURPHY.....
Basement Luncheonette

Shake a Leg . . .

Gals and Guys !



AT THE

Annual Spring Dance

Friday, February 13th, 8:30 to 12 p.m.

Royal Alexandra Hotel

Modern and Old-Time Dancing

IN THE CRYSTAL BALLROOM

with Irvin Plumm and His Orchestra

IN THE COLONIAL ROOM

with Charlie Cruikshank's Orchestra

IN THE BANQUET HALL

with Jimmy Gowler's Old-time Orchestra
and Old-time Caller Ed Gray

Admission — \$1.00 per Person

Tickets available from your Department Assistant

Sponsored by the Assistants' Association